

2003 COMMISSIONER'S AWARD FOR EXCELLENCE



Tamara H. Neale
Customer Service

Media Relations Manager
Office of Public Affairs
Central Office

Tamara Neale's customers know they will get the information they need and that it will be timely, accurate and clear. Not only spokesperson for the Central Office, Tamara also is coordinator of media relation efforts statewide. While providing guidance and counsel to the Commissioner and his staff, Tamara acts as liaison and leader for the nine district public affairs managers and their staffs. Her commitment to keeping her internal and external customers informed, along with her keen understanding of the news reporters' needs, has been instrumental in helping VDOT rebuild its public image.

She is available to nearly 100 local, state and national news outlets, including newspapers, radio, TV and Internet organizations. She excels at building strong rapport with reporters and has earned their respect by never failing to meet their deadlines, explain complex issues to them, and help them get the story right. She also gets VDOT's key messages into the story.

Tamara is not only savvy and skilled in the art of media relations, she also challenges reporters to get the complete story. For all of these reasons, she has earned the confidence of the Commissioner's and the Governor's Staff as someone who can be consistently counted on to deliver talking points and fact sheets in a concise form, often on a very tight timeline.

Nominated by: VDOT Public Relations Managers

